AE

TEST MARKETS - Portland, Phoenix

Players non-menthol
introduced Feb 28th.

Players menthol. - April 18th

1000 interviews - 500 non-menthol
500 menthol

possible START DATE - July 13th - 17th.

(non-menthol = 20 wks after intro) Kings & 100's
(menthol - 16 wks after intro)
(100's = 1½ WKS after intro)

Should all start July 5th.

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1000 - national 22,300
1000 - test market 21,500

Source: https://www.industrydocuments.ucsf.edu/docs/knnj0004